



FITSPIRIT MOTHER/DAUGHTER CHALLENGE

presented by



PARTICIPANT GUIDE

In this guide, you will find information concerning the 5th edition of the FitSpirit Mother/Daughter Challenge presented by Sun Life. Please take the time to read it carefully and discover everything that this year's event has in store.

WHEN

JUNE 20 TO AUGUST 12:
Eight weeks of preparation and pleasure!

AUGUST 13 AND 14:
Weekend of the Challenge, remotely or in-person.

WHAT

The FitSpirit Mother/Daughter Challenge consists of running, walking or cycling 20, 30, 40 km or more, as a team, over two days.

WHERE

Take part in the Challenge at a distance, from home or on vacation, or in-person in Québec on Saturday, August 13, or in Montreal on Sunday, August 14.

HOW

You can decide how you want to complete the Challenge: All the members of your team can travel the total distance chosen, or you can divide the distance into segments and share them among each other.* In addition, you can opt to have all your members walk, cycle or run, or have each member choose their own mode of participation.

Register [HERE](#)
to join us in either of
these cities.

*There is no system for recording your kilometres. What's important is that you assign each member of your team a distance to travel, based on their level of fitness, and that your team travels the total number of kilometres chosen in two days.

EIGHT-WEEK TRAINING PROGRAM

MONDAY, JUNE 20 TO FRIDAY, AUGUST 12, 2022

Whether you've decided to run, walk or cycle, we encourage you to follow the eight-week training program prepared for each activity.

In designing these programs, we were fortunate to be able to count on support from [The Running Clinic](#) and kinesiologist Isabelle Gagnon.



RUNNERS:
BEGINNER

(those who plan to run a maximum of five km per day during the Challenge).

**INTERMEDIATE/
ADVANCED**

(those who plan to run more than five km per day during the Challenge).



WALKERS:
ALL LEVELS



CYCLISTS:
ALL LEVELS

TRAINING SESSIONS OFFERED BY CARDIO PLEIN AIR



Our partner, **Cardio Plein Air**, will offer quality training sessions free of charge during the eight weeks of preparation for the event. There are three ways to participate: In person at a park, at a distance by videoconference, or in podcast form. Please view the event website for further details under [4- Cardio F.I.T. workout sessions with Cardio Plein Air](#).

EASILY ACCESSIBLE SUPPORT OFFERED FREE OF CHARGE



Throughout your adventure, a kinesiologist and a nutritionist will be available to answer your questions by email, while ensuring confidentiality. Please do not hesitate to write to them!

Valentina Gancia-Godoy, nutritionist:
nutrition@fitspirit.ca

Alexandra Houle, kinesiologist:
kin@fitspirit.ca

WEEKLY CHALLENGE

During the eight weeks of training, don't forget to take up the playful challenge proposed in the form of a video capsule posted on the [private Facebook group](#) for the Challenge.

WEEKEND OF THE CHALLENGE

SATURDAY AND SUNDAY,
AUGUST 13 AND 14, 2022



NEW!

This year, we are pleased to present part of the event in-person in Quebec and Montreal, on August 13th and 14th 2022. Join us! For more information, click [HERE](#).

Stay connected through the [private Facebook group](#) for the Challenge to benefit from the other surprises scheduled over the course of the weekend:

- Contests and draws for a chance to win wonderful prizes.
- Inspiring testimonials.
- Tricks and tips from specialists to help you prepare properly and feel good.
- Motivating encouragement from other participants and special guests.
- A commemorative video so that mothers and daughters can revisit their grand adventure!

EVENT T-SHIRT

Given the success we enjoyed with last year's T-shirt, we're duplicating the experience this year with an all-new look courtesy of talented artist [Florence Rivest](#). The lavender-coloured T-shirt is available at the cost of \$20 plus taxes and delivery charges. It is 100% polyester, but feels like cotton to the touch—the perfect blend for feeling comfortable while you're on the move!

Click [HERE](#) to view the T-shirt and purchase it. For each purchase, a sum of \$4 will be remitted to FitSpirit.



WE WANT TO SEE YOU!

Did you finish your training with flying colours? Did you have a little more difficulty training today? Have you met your weekly challenge? Share all your experiences, whether positive or less than positive, on the [private Facebook group](#) for the Challenge. If you don't have a Facebook account, please send your photos and videos to challenge@fitspirit.ca. A commemorative video will be produced, drawing on all those memorable moments. What a beautiful way to look back on this grand adventure between mothers and daughters!



CONTEST

Get a chance to win
2 airline tickets



FUNDRAISING

Registering to take part in the FitSpirit Mother/Daughter Challenge is free of charge. However, we encourage teams interested in holding a fundraising drive in support of FitSpirit, a charitable organization whose mission is to encourage teenage girls to stay active for life. FitSpirit's objective is to raise \$400,000. You will find a toolbox to help you with your fundraising drive on the Challenge website, under the [Information](#) tab.

Teams that choose not to hold a fundraising drive can change their minds at any time. Please go to your profile page and add a fundraising objective.

Air Canada Contest:

For every \$100 raised through a fundraising drive held in support of the FitSpirit Mother/Daughter Challenge, you will have an additional chance to win a pair of airplane tickets, valued at \$6,200, to the Air Canada destination of your choice. For complete details, click [HERE](#).



LEADERS

FitSpirit thanks its cohort of leaders, composed of 39 influential businesswomen who are mobilizing to make a difference in the lives of teenage girls by encouraging them to stay active for life.



Christine Babkine
BRP

Julie Bédard
Medicart

Naomi Bilodeau
National Bank Financial
Markets

Karinne Bouchard
Alimentation Couche-Tard

Magalie Boutin
National Film Board of
Canada

Patricia Châteauneuf
CBC/Radio-Canada Media
Solutions



Marie-Huguette Cormier
Desjardins Group

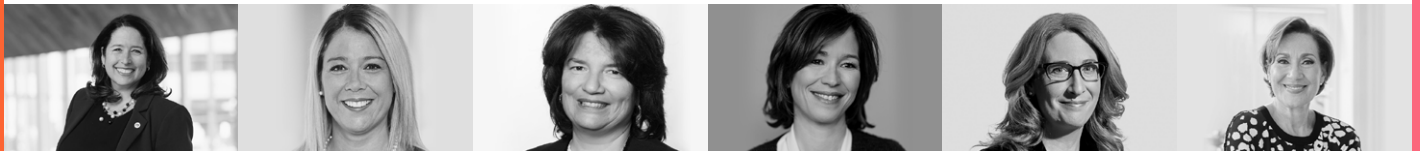
Marline Côté
Événements Harricana

Viviane Croux
TD Commercial Banking

Flavia D'Orazio
Media Experts

Danielle Danault
Cardio Plein Air

Sigrid Ellefsen
TELUS



Isabelle Foisy
Point Cardinal Inc.

Geneviève Fournier
Hydro-Québec

Marie-Josée Fournier
Quebecor Expertise Media

Marie-Josée Gagnon
Casacom

Mélissa Gilbert
Beneva

Danièle Henkel
Henkel Média



Isabelle Laprise
Jarislowsky,
Fraser Limited

Christine Lavoie
Deloitte

Lucie Lazar
Saputo

Marie-Christine Lemerise
SuccessFinder

Valérie Lemieux
HSBC Canada

Cynthia Lemme
BMO



Mélanie Lussier
Lowe's Canada

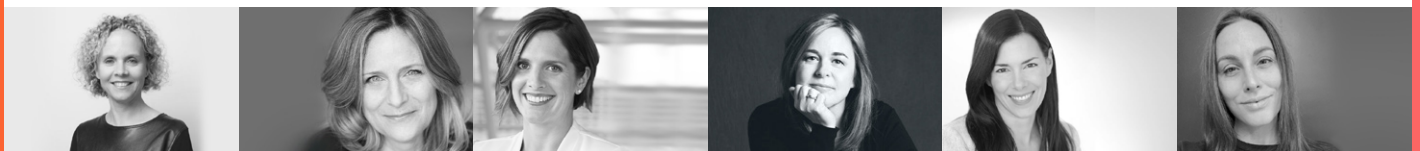
Isabelle Marquis
The A Effect

Annie Marsolais
BDC

Michèle Meier
Montreal Museum of Fine Arts

Sherine Morsi
RBC Royal Bank

Mélanie Nadeau
Port de Montréal



Julie Pomerleau
Nespresso Canada

Christine Potvin
Sun Life

Élise Proulx
Ivanhoé Cambridge

Valérie Sapin
Énergir

Mylène Savoie

Stephanie Stipac
Oakley



Kimrang Te
EY

Isabelle Verreault
Hill+Knowlton Strategies

Mariama Zhouri
HammerSmith Consulting
Group

PARTNERS

THANK YOU TO OUR GENEROUS PARTNERS!

OFFICIAL PRESENTER



Sun Life

SILVER PARTNERS

beneva

La Capitale  + **SSQ**
insurance
coming together as one



BRONZE PARTNERS





Have a great FitSpirit Mother/Daughter Challenge!

Each team of
mother/daughter(s) is a source
of inspiration for the adoption of
a healthy lifestyle.

If you have any questions, please see our [Frequently asked questions](#) or contact the FitSpirit team at challenge@fitspirit.ca

The FitSpirit team